

Message Text

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ACTION EA-12

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CIAE-00 INR-07 NSAE-00 AID-05 L-03 ITC-01 PA-02
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FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 2637

UNCLAS TOKYO 17355

E.O. 11652: N/A
TAGS: ETRD, JA, US
SUBJECT: TRADE FACILITATION COMMITTEE: JOINT USDOC-JETRO
NOVEMBER 7 PRESS CONFERENCE

REF: (A) TOKYO 16627; (B) TOKYO 16342

1. SUMMARY: NOVEMBER 7 JOINT COMMERCE DEPARTMENT JETRO
PRESS CONFERENCE, ANNOUNCING EXPORT TO JAPAN SEMINARS
TO BE HELD IN U.S., REFLECTS APPROACH AGREED TO BY
U.S. AND JAPANESE SIDES AT TRADE STUDY GROUP MEETING
NOVEMBER 1. LOCAL REACTION IS GENERALLY FAVORABLE.
EMBASSY OPES SEMINARS WILL ALSO BE UTILIZED TO SOLICIT
EXAMPLES OF DIFFICULTIES ENCOUNTERED BY U.S. FIRMS
IN EXPORTING TO JAPAN. END SUMMARY.

2. USIA EA/P WIRELESS FILE FOR NOVEMBER 7 CARRIES
REPORT OF JOINT PRESS CONFERENCE HELD NOVEMBER 7 AT
DEPARTMENT OF COMMERCE BY W. DEAN MORAN, DEPUTY
ASSISTANT SECRETARY OF COMMERCE, AND RYOHEI SUZUKI,
EXECUTIVE DIRECTOR OF THE JAPAN TRADE CENTER IN
NEW YORK, OPERATED BY THE JAPAN EXTERNAL TRADE
ORGANIZATION (JETRO).

3. MAIN POINT OF THE REPORT IS THE ANNOUNCEMENT OF
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A SERIES OF EXPORT TO JAPAN SEMINARS TO BE HELD
THROUGHOUT THE UNITED STATES, JOINTLY SPONSORED BY
COMMERCE AND JETRO. THE LISTING OF SCHEDULED
SEMINARS IS SIMILAR TO THAT DISTRIBUTED BY JETRO
AT NOVEMBER 1 MEETING OF JOINT U.S.-JAPAN TRADE
STUDY GROUP (TSG). ON THAT OCCASION, THE JETRO
REPRESENTATIVE SUGGESTED THAT THE SCHEDULING OF THESE

SEMINARS BE PUBLICIZED IN JAPAN AS THE FIRST CONCRETE EFFORT OF THE TSG. THE U.S. SIDE (COMMERCIAL COUNSELOR) INDICATED THAT THIS WOULD ENHANCE THE CREDIBILITY OF THE TSG, WHICH WAS DESIRABLE, BUT NOTED THAT THE INITIAL ANNOUNCEMENT MIGHT MORE APPROPRIATELY BE MADE IN THE U.S. BY THE TWO CO-SPONSORING ORGANIZATIONS--JETRO AND THE DEPARTMENT OF COMMERCE. THIS HAS NOW BEEN ACCOMPLISHED BY THE NOVEMBER 7 PRESS CONFERENCE.

4. THE WASHINGTON PRESS CONFERENCE RECEIVED GOOD COVERAGE IN THE LOCAL ENGLISH-LANGUAGE PRESS AND MODERATE COVERAGE IN THE JAPANESE-LANGUAGE PRESS, BASED ON AP, KYODO, AND JJI WIRE SERVICE REPORTS AND, IN THE CASE OF THE NIHON KEIZAI, A REPORT FROM ITS "SPECIAL CORRESPONDENT."

5. ONE ASPECT OF THE PRESS CONFERENCE NOT INCLUDED IN THE WIRELESS FILE ITEM BUT PICKED UP BY THE JAPANESE PRESS WAS AN INDICATION, BY QTE COMMERCE SOURCES UNQTE, THAT THE COMMERCE DEPARTMENT IS WORKING ON A LIST OF INDUSTRIAL PRODUCTS WHICH THE U.S. "HOPES TO EXPORT TO JAPAN IN GREATER QUANTITIES." MORE THAN A DOZEN PRODUCT CATEGORIES ARE CITED. WITH PERHAPS TWO EXCEPTIONS, THE PRODUCTS ARE INCLUDED IN THE SIXTEEN CATEGORIES CITED BY THE EMBASSY IN ITS ANNUAL BEST UNCLASSIFIED

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SALES PROSPECTS SUBMISSION (TOKYO A-299, SEPTEMBER 26, 1977).

6. COMMENT: INITIAL REACTION TO WASHINGTON ANNOUNCEMENT BY GOJ AND LOCAL AMERICAN BUSINESS EXECUTIVES APPEARS FAVORABLE, ALTHOUGH SOME OF THE LATTER REMAIN SKEPTICAL REGARDING ACTUAL RESULTS, GIVEN THE MUCH-DISCUSSED DIFFICULTIES OF MARKETING IN JAPAN. IN THIS CONNECTION, TO THE EXTENT THAT THE BUSINESS PARTICIPANTS AT THE SEMINARS HAVE SOME EXPERIENCE IN EXPORTING TO JAPAN (OR ATTEMPTING TO DO SO), THE EMBASSY HOPES THAT THE SESSIONS WILL BE ALSO UTILIZED TO SOLICIT COMPLAINTS FROM SUCH PARTICIPANTS, FOR TRANSMITTAL TO TOKYO. MANSFIELD

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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Event:
Disposition History: n/a
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